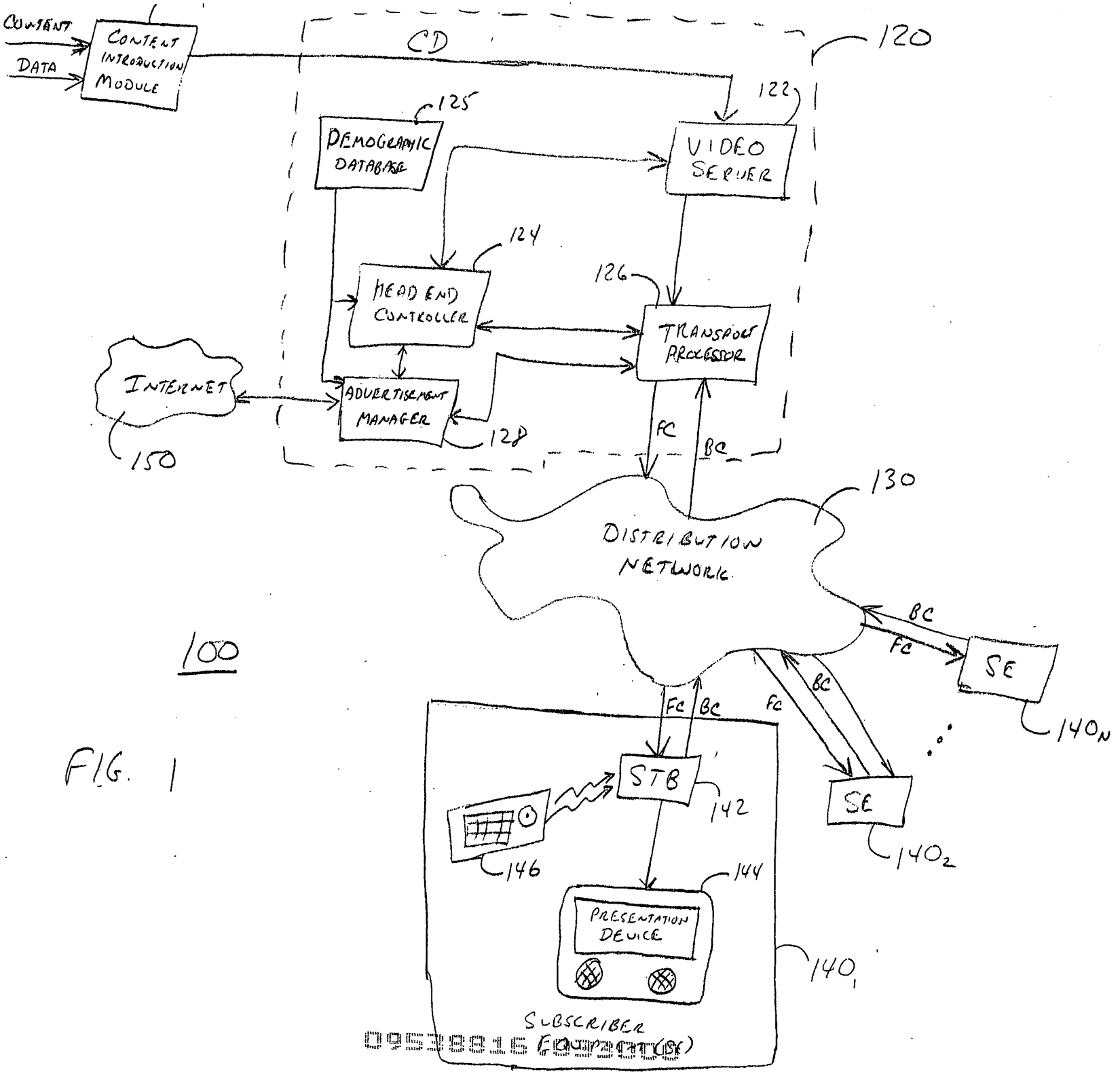

FIG. 1

DOCUMENT CONTAINS (5) PAGE(S)

Interaction Diagram

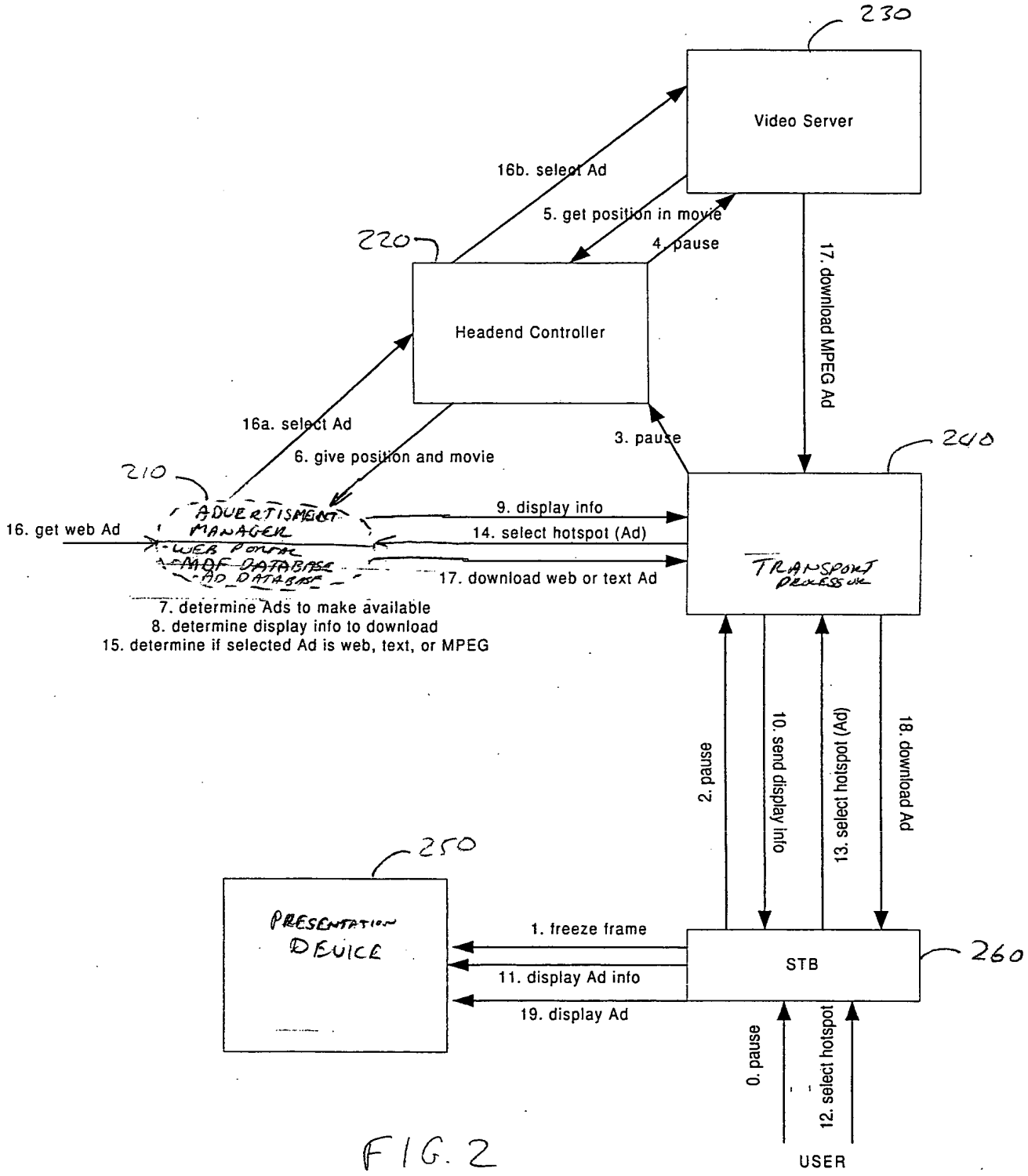

FIG. 2

Content Data Flow

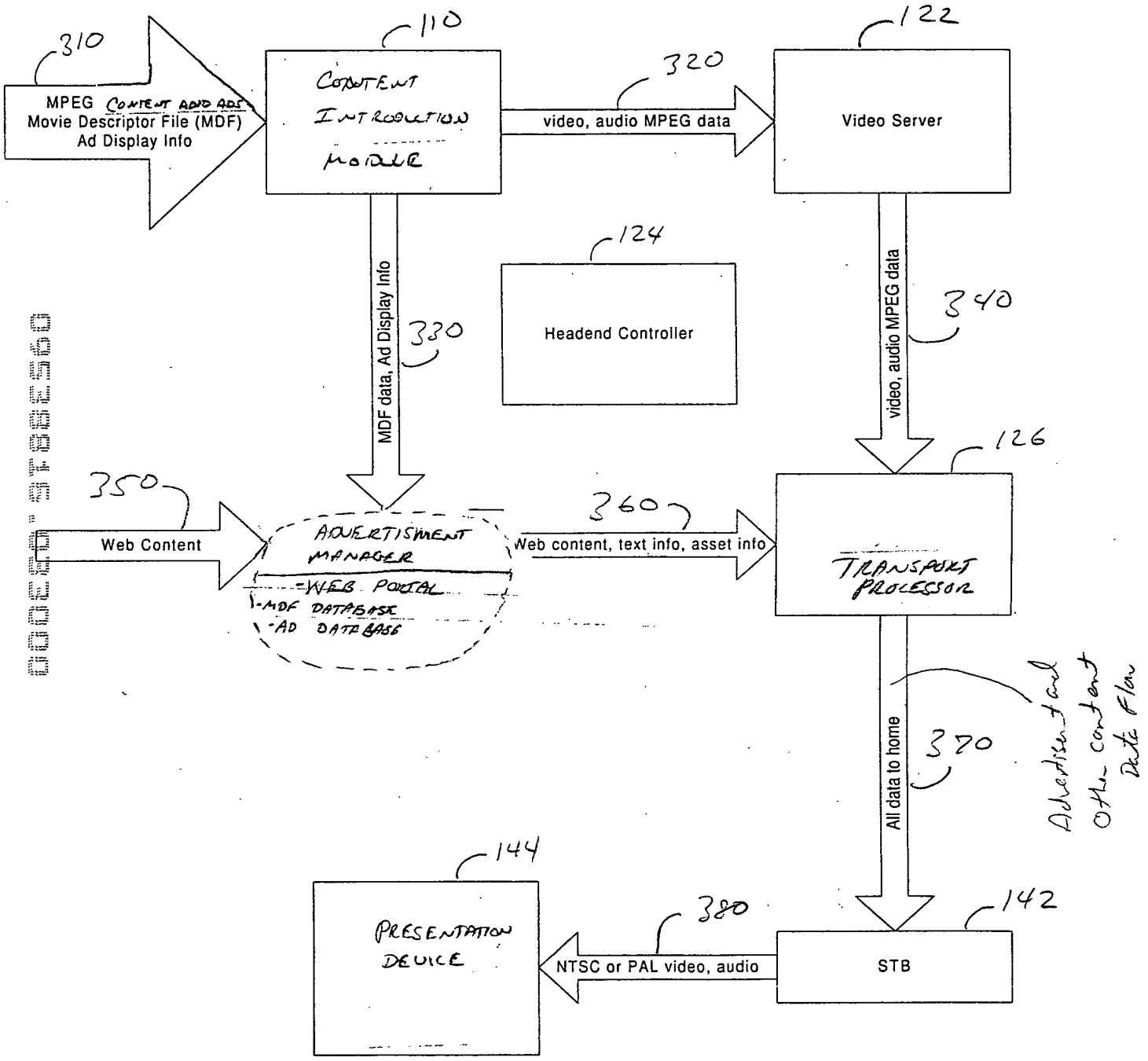

FIG. 3

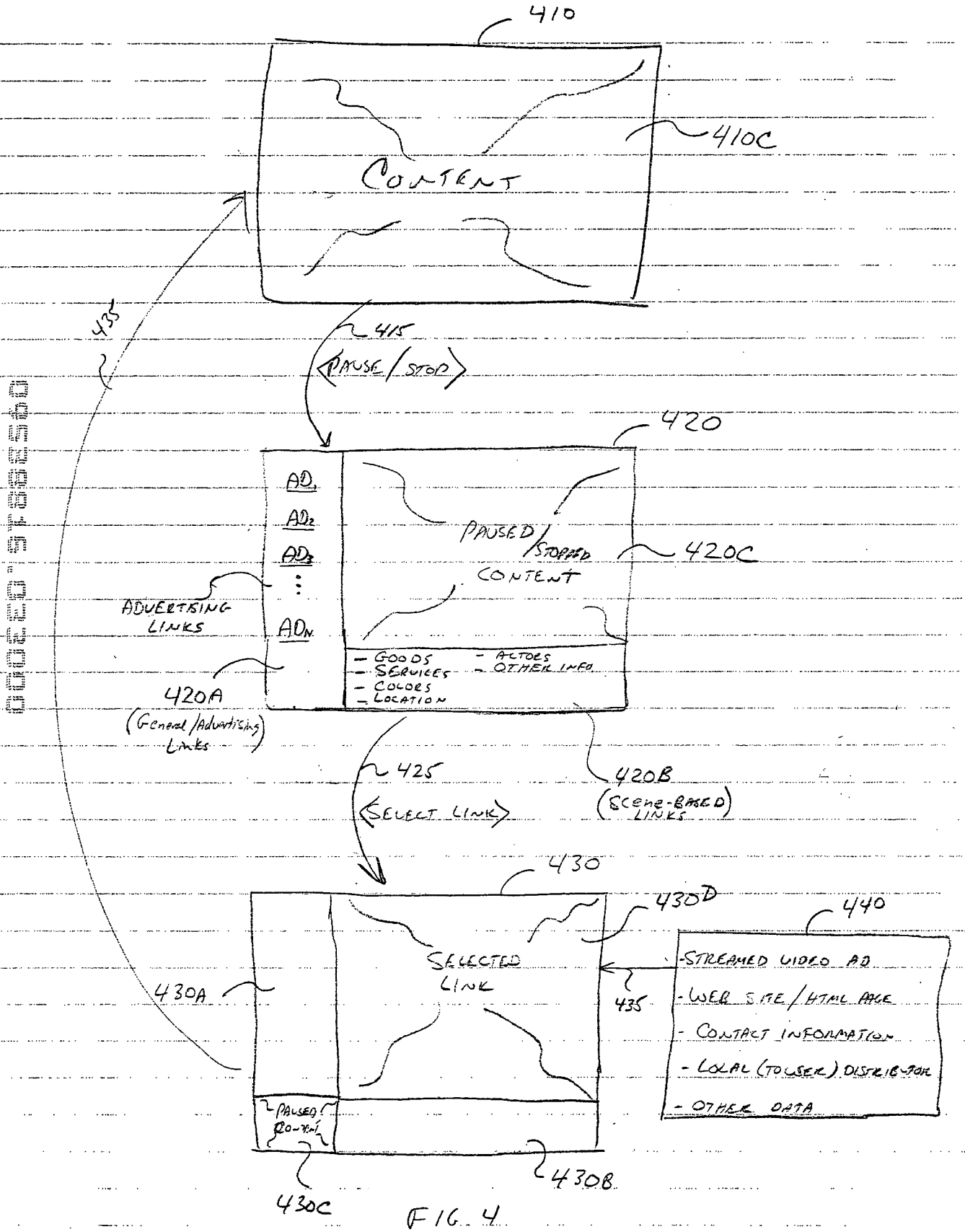
410
CONTENT
410C
435
415
PAUSE / STOP
420
AD1
AD2
AD3
ADN
ADVERTISING LINKS
PAUSED / STOPPED CONTENT
420C
- GOODS
- SERVICES
- COLORS
- LOCATION
- ACTORS
- OTHER INFO
420A
(General/Advertising Links)
425
SELECT LINK
420B
(Scene-BASED LINKS)
430
430D
SELECTED LINK
430A
PAUSED FRAME
430C
430B
440
435
- STREAMED VIDEO AD
- WEB SITE / HTML PAGE
- CONTACT INFORMATION
- LOCAL (TO USER) DISTRIBUTOR
- OTHER DATA

FIG. 4

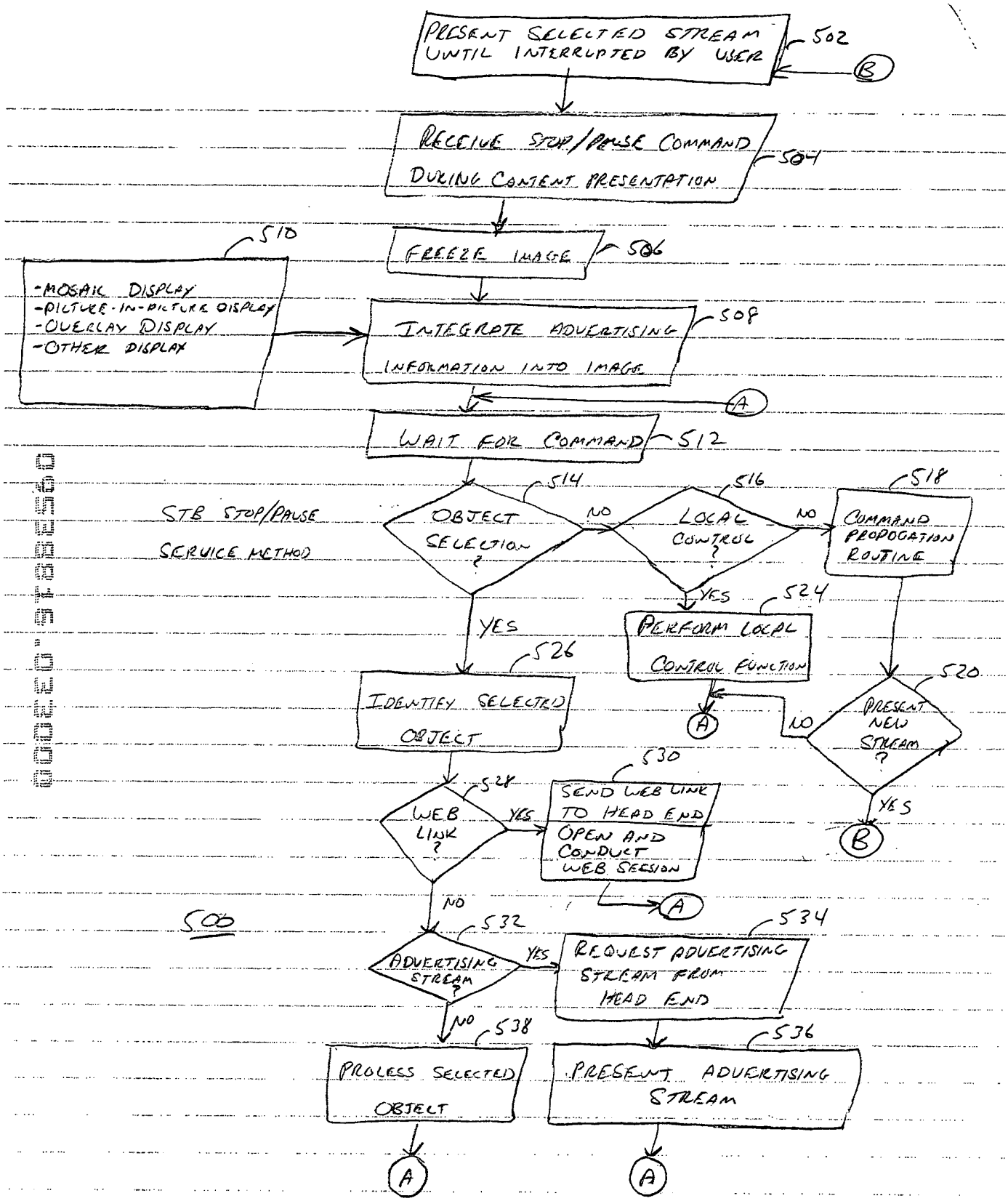
PRESENT SELECTED STREAM UNTIL INTERRUPTED BY USER
502
B
RECEIVE STOP/PAUSE COMMAND DURING CONTENT PRESENTATION
504
FREEZE IMAGE
506
510
-MOSAIC DISPLAY
-PICTURE-IN-PICTURE DISPLAY
-OVERLAY DISPLAY
-OTHER DISPLAY
INTEGRATE ADVERTISING INFORMATION INTO IMAGE
508
A
WAIT FOR COMMAND
512
STB STOP/PAUSE SERVICE METHOD
OBJECT SELECTION ?
514
NO
LOCAL CONTROL ?
516
NO
COMMAND PROPOGATION ROUTINE
518
YES
YES
PERFORM LOCAL CONTROL FUNCTION
524
IDENTIFY SELECTED OBJECT
526
A
NO
PRESENT NEW STREAM ?
520
YES
B
WEB LINK ?
528
YES
SEND WEB LINK TO HEAD END
OPEN AND CONDUCT WEB SESSION
530
A
NO
500
ADVERTISING STREAM ?
532
YES
REQUEST ADVERTISING STREAM FROM HEAD END
534
NO
538
PROCESS SELECTED OBJECT
PRESENT ADVERTISING STREAM
536
A
A

FIG. 5

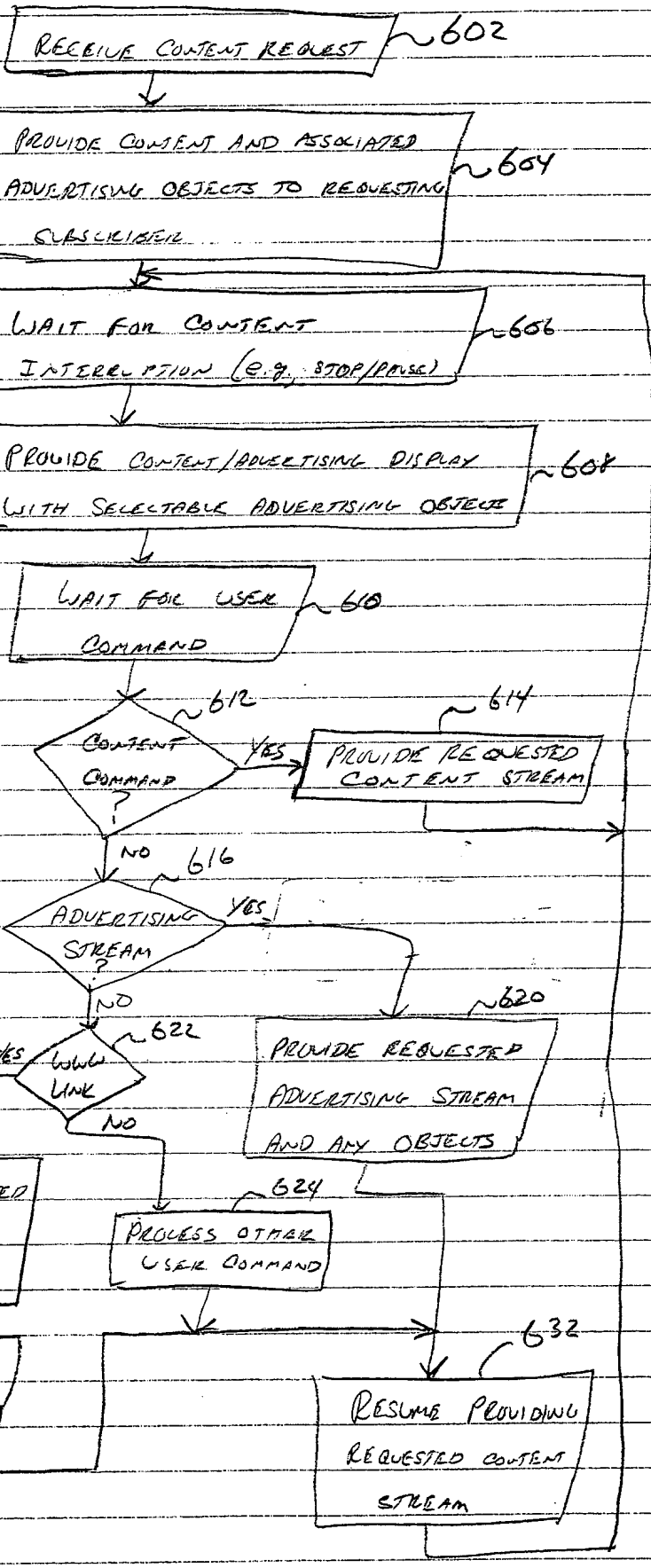
RECEIVE CONTENT REQUEST
602
PROVIDE CONTENT AND ASSOCIATED ADVERTISING OBJECTS TO REQUESTING SUBSCRIBER
604
WAIT FOR CONTENT INTERRUPTION (e.g., STOP/PAUSE)
606
PROVIDE CONTENT/ADVERTISING DISPLAY WITH SELECTABLE ADVERTISING OBJECTS
608
WAIT FOR USER COMMAND
610
CONTENT COMMAND ?
612
YES
PROVIDE REQUESTED CONTENT STREAM
614
NO
ADVERTISING STREAM ?
616
YES
NO
PROVIDE REQUESTED ADVERTISING STREAM AND ANY OBJECTS
620
WWW LINK
622
YES
NO
OPEN WEB SESSION WITH SUBSCRIBER
626
PROVIDE PAGE ASSOCIATED WITH SELECTED LINK TO SUBSCRIBER
628
PROVIDE WEB SESSION INTERACTION
630
PROCESS OTHER USER COMMAND
624
RESUME PROVIDING REQUESTED CONTENT STREAM
632

FIG. 6

600